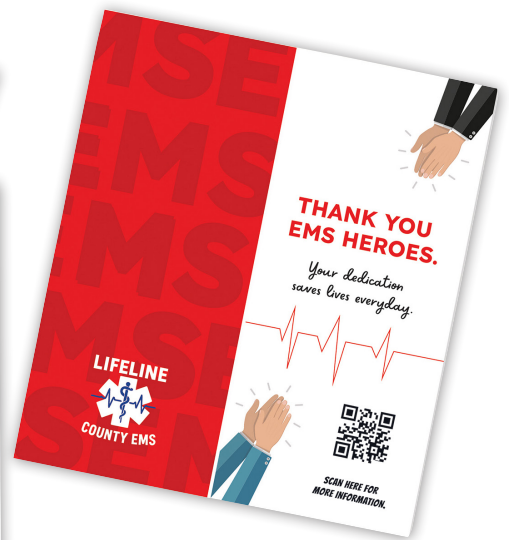


---

## CASE STUDY: EMS WEEK



---

### LIFELINE COUNTY EMS

Lifeline County EMS wanted a flexible and meaningful way to recognize first responders during EMS Week, knowing their teams are constantly on the move. Partnering with Sweeter Cards, they created a portable appreciation piece that paired a sweet treat with a QR-linked message from county leaders and community members. This simple yet powerful gesture reinforced gratitude for EMS professionals and the life-saving work they perform every day.



#### CHALLENGE

EMS crews are constantly in motion, making in-person appreciation difficult. Service leadership needed something lightweight, meaningful, and easy to distribute in stations and vehicles.



#### SOLUTION

They deployed Sweeter Cards with a bold "Every Call Matters" theme and a QR code linking to a personalized thank-you message from county officials and saved community stories.



#### RESULTS

Crews appreciated the portability and authenticity of the gift. The video became a morale staple shared across shifts, and the county saw boosted engagement in future training initiatives.